

18/04/1997

Nikkei in KL given bureau status

THE Nihon Keizai Shimbun Inc., or Nikkei, Kuala Lumpur office in Malaysia was officially given the status of a bureau at the Nikko Hotel yesterday.

The newspaper has been the core of Nikkei's business since its inception in 1876. This is the company's 12th bureau in Asia and its 31st in the world.

It has set up bureaus in all the Asean capitals, except in Brunei, to provide better news network in the region.

The bureau was opened by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Also present were Japan ambassador in Malaysia Issei Nomura, Nikkei president Takuhiko Tsuruta and Japanese Chamber of Trade and Industry in Malaysia president Tan Sri Kazumasa Suzuki.

Nikkei Kuala Lumpur bureau chief Yukihiro Okumura said the office was opened six years ago.

"The company decided to promote its status because of Malaysia's impressive economic development," he said.

Okumura said the bureau would focus on providing more information on Malaysia's economic and industrial development.

Nikkei is the world's largest business daily with a circulation of over three million copies. In addition to its business, finance and political articles, it also features social, cultural and sport events.

The Nikkei weekly, an English language business newspaper, carries articles and analyses on Japanese and Asian economies, politics and society.

The Nikkei Industrial daily, which has a circulation 240,000, keeps its readers informed on corporate and industrial developments.

To remain in the forefront of the information industry, Nikkei has expanded into other media related fields such as electronic media and data services.

(END)